

TOWN OF BUFFALO
Marquette County, Wisconsin

REQUEST FOR PROPOSAL
FOR
WEBSITE DESIGN AND HOSTING
SERVICES

June 2013

PROPOSALS DUE: 4:00 PM FRIDAY JUNE 14, 2013

INTRODUCTION

The Town of Buffalo, Marquette County, Wisconsin ("Town") is requesting proposals from qualified website designers (the "Proposers") to provide professional website design and development services in accordance with the requirements outlined in this Request for Proposals (RFP). All interested parties shall submit a Proposal with their quote in the format described in this RFP.

This RFP describes the background, purpose and scope of work. It also describes the requirements for submittal of a Proposal for consideration, and the consultant selection process. Failure to submit information in accordance with the requirements and procedures set forth herein may result in disqualification.

PURPOSE

The Town's existing internet website, www.tn.Buffalo.wi.gov, was developed as a classic ASP web site by staff in 2004. The Town is looking for a consultant that can create a new website using WordPress or similar content management system (CMS) that will be unique, visually attractive, interactive and user friendly for our customers, as well as replicate information on the current web site. The website must provide easy access through menus and a search tool to zoning and land use information, ordinances, Committee and Board agendas/minutes and other public information.

SCOPE OF WORK

1. Redesign a unique, visually attractive and user-friendly website using WordPress or similar CMS.
2. The site must be usable, offering a quick and user-friendly way to locate the information the customer is seeking.
3. Consultant shall provide for shared hosting of the redesigned web site in a linux environment.
5. Consultant shall arrange for the transfer of the domain name to the new web site through the Wisconsin Department of Administration (a dedicated IP address is required).
6. Aid in the transitioning to the newly redesigned website; produce a guidebook or instructions on changing/updating the website and provide comprehensive training to staff involved.
7. Test web site for compliance with Town website goals.
8. Provide ongoing technical assistance and updates, as requested.
9. The Town shall be the registered owner for hosting, CMS registration and all content provided for the web site.

WEBSITE REQUIREMENTS

1. Provide the ability to contact the Town through the website
2. Search engine
3. Photo gallery
4. Support for all browsers
5. Google Analytics account and installation on each page.
6. A Google site map must be submitted for the new web site. All Google accounts must be in the name of the Town of Buffalo.
7. Web hosting: the current site is hosted by Newtek (<http://www.thesba.com/>). Proposers are asked to provide web-hosting options and charges.
8. Easily updated. No additional software should be required; all functionality should be provided through the CMS.
9. Capability to maintain an archive of existing and past records such as agendas, minutes, ordinances etc. and the ability to render any retrieved item in pdf format.

MAINTENANCE REQUIREMENTS

1. Agendas and minutes are published once a month. Occasionally ordinances are updated as well as names and contact information for Town staff.
2. Consultant is expected to install updates to WordPress as they become available.

PROPOSAL REQUIREMENTS

Proposer must demonstrate past success with website development by providing links to active websites designed by the respondent.

Proposers must provide references for at least three (3) organizations that may be contacted regarding the proposer's experience. References must be organizations for the proposer has developed a website that is currently in use.

Provide a detailed breakdown of the costs associated with the project, including maintenance/web updates.

The Proposer shall complete the website as specified by the Town and ready to go-live within 60 calendar days from the date that a contract with work order is issued for this project.

Identify all staff and proposed sub-contractors, their capabilities, qualifications and experience and the hourly rate at which each will be billed, along with the resumes of key personnel who will be assigned to oversee each portion of the work.

The proposal shall be developed with at least the following sections:

- Relevant Experience and Project References
- Project Approach
- Detailed Scope of Work
- Fee and Schedule.

INSURANCE

The following insurance coverage will be required by the Town during the course of work:

- ✓ Workers' Compensation Insurance with the limits established and required by the State of Wisconsin;
- ✓ Employers' Liability Insurance with the limits set forth below;
- ✓ Comprehensive General Liability, Product / Completed Operations Liability, Contractual Liability, Independent Contractors Liability, and Automobile Insurance with at least the following limits of liability:
 - Primary Bodily Injury Liability limits of \$1,000,000 per occurrence;
 - Primary Property Damage Liability limits of \$1,000,000 per occurrence.

Prior to the Town's issuance of a contract, the Proposer/Consultant must furnish to the Town a **Certificate of Insurance** which shall certify the Proposer/Consultant's insurance policy adequately covers the above listed requirements. Documents may be delivered by mail or electronic mail to said office. Language on the certificate shall confirm the following:

- ✓ The Town is designated as an additional insured on the Comprehensive Liability and Automobile Liability Insurance described hereinabove.
- ✓ The coverage shall be primary as to any other insurance with respect to performance hereunder.
- ✓ Thirty (30) days written notice of cancellation or material change to Town.

SUBMISSION INSTRUCTIONS

A pdf of the proposal must be received at the Town of Buffalo by **4:00 pm on Friday June 14, 2013**. All proposals must be valid for 90 days. Proposals should be emailed to: townshipofbuffalo@yahoo.com

General questions regarding this proposal should be directed to:

Donna Seddon, Town Clerk
 N425 Fox Drive
 Montello, WI 53949
 (608) 297-7939

Technical questions concerning the project are to be directed to:

Gene Mucciolo

(608) 429-2302

cg.geno@gmail.com

SELECTION PROCESS

All proposals received by the specified deadline will be reviewed by the Town for responsiveness, understanding of the work, proposed project approach, detailed scope of work, project team experience and qualifications, proposed fee, and references. The Town expects to award the contract within 60 days of the specified deadline.

RIGHT TO REJECT

This RFP does not commit the Town to award a contract, to pay any costs incurred in preparation of a proposal/quote, or to procure or contract for any services. The Town of Buffalo reserves the right to cancel in part or in its entirety this RFP, to accept or to reject any or all quotes/proposals submitted, or to request additional information from, or to negotiate with any or all proposers. All proposals and materials submitted will become the property of the Town and will not be deemed confidential.